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COMMUNICATIONS SUPPORT FOR HEALTH PROGRAM (CSH)

QUARTERLY REPORT
JANUARY- MARCH 2011

Contract No. GHS-I-007-00004-00; Order No. GHS-I-05-07-00004

30th April, 2011

This publication was produced for review by the United States Agency for International Development. It was prepared by Chemonics International. The Communications Support for Health Program is funded by USAID's Indefinite Quantity Technical Assistance and Support Contract, Task Order GHS-I-05-07-00004, Contract No. GHS-I-007-00004-00 implemented by Chemonics International in association with ICF MACRO and the Manoff Group.

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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Acronyms

BCC	Behavior Change Communication
CHAMP	Comprehensive HIV AIDS Management Program
COMPACT	Community Mobilization for Preventive Action project
CSH	Communications Support for Health
GDA	Global Development Alliance
GRZ	Government of the Republic of Zambia
HCRC	Health Communication Resource Center
IEC	Information, Education and Communication
ITN	Insecticide-treated nets
IYCN	Infant and Young Child Nutrition
M&E	Monitoring and Evaluation
MCP	Multiple and concurrent sexual partnerships
MDG	Millennium Development Goals
MOH	Ministry of Health
MNCH	Maternal, Newborn and Child Health
NAC	National HIV/AIDS/STI/TB Council
NASF	National AIDS Strategic Framework
NGO	Non-governmental organization
NMCC	National Malaria Control Center
PMTCT	Preventing Mother to Child Transmission
PMU	Project management unit
SAF	Strategic activities fund
SHARe	Supporting the HIV/AIDs Response in Zambia
STEPS-OVC	Sustainability through Economic Strengthening, Prevention and Support for Orphans and Vulnerable Children, Youth and other Vulnerable Populations Program
STIs	Sexually Transmitted Infections
TB	Tuberculosis
USAID	United States Agency for International Development
WAD	World AIDS Day
ZHECT	Zambia Health Education and Communications Trust
ZISSP	Zambia Integrated Systems Strengthening Program

1. EXECUTIVE SUMMARY

CSH made significant progress in working with the GRZ. CSH supported the GRZ in initiating the processes to design and develop major campaigns, implement routine campaigns, and carry out IEC/BCC capacity building activities.

Major Accomplishments

Comprehensive HIV Campaign: CSH and GRZ and stakeholders developed a campaign communication strategy that outlines channels, duration and monitoring and evaluation.

Integrated Malaria, MNCH, and Nutrition Campaign: CSH developed a research protocol for formative research. The protocol was submitted for IRB approval by ICF MACRO and will be submitted to the Zambia ethics review committee.

Safe Motherhood Campaign: CSH drafted protocol for formative research for this campaign scheduled for launch in September 2011.

Routine Campaigns: CSH provided technical input to NMCC communication messages and materials for the national ITN distribution program.

Strengthening IEC capacity of GRZ: CSH provided technical assistance to NMCC and MOH to develop terms of reference and selection criteria for the TWGs. CSH also developed campaign design and development guidelines; messages and materials pretesting guidelines; and materials review guidelines to support effective TWG materials review

National Communication Strategies: CSH supported NAC and NMCC development of communications plans aligned with their respective strategic plans (NASF 2011-2015 and NMSP 2011-2015). CSH also provided technical assistance to the National Food and Nutrition Council (NFNC) to develop the National Nutrition Communication Strategy.

Training Curricula: CSH developed training modules for GRZ staff in IEC/BCC and formative research. These trainings will be delivered next quarter.

M&E for IEC/BCC: CSH and NAC to integrated knowledge and behavior indicators in the new national M&E plans. CSH also helped revive the Research Thematic Group at NAC.

Strengthening Local IEC/BCC Capacity: CSH, with grantees, prepared grant applications for the expansion of the Dziwani Health Communication Resource Centre and the 990 Talkline.

Planned Activities not Undertaken

- Nutrition activities were not implemented as planned due to lack of clarity with MOH
- The *Your Health Matters* overhaul was rescheduled for May
- Sub-granting to umbrella organizations is underway, but not complete.

Plans for Next Quarter

In the next quarter, priority activities will include: launch of the HIV/AIDS campaign; IEC/BCC and formative research training; formative research for integrated malaria, MNCH and nutrition campaign, and support for the World Malaria Day and Safe Motherhood Week.

2. PROJECT ACCOMPLISHMENTS

IR 1: National health communications campaigns strengthened

Sub-IR 1.1: Integrated malaria, MNCH and nutrition campaigns expanded

Major Tasks

Insecticide Treated Mosquito Nets (ITN) Mass Distribution Campaign

In collaboration with the malaria IEC/BCC technical working group (TWG), CSH designed, pretested, printed and distributed IEC/BCC materials for the national mass distribution of ITNs. MOH and CSH conducted a national launch of the campaign in Northern Province.

Integrated Malaria, MNCH and Nutrition Campaign

With MOH, CSH developed an implementation plan for the integrated malaria, MNCH, and nutrition campaign. CSH also developed a research protocol to guide formative research for this campaign and is awaiting IRB) approval. The campaign will be launched in July 2011.

Routine Activities

World Malaria Day (WMD): developed a calendar of planned IEC/BCC activities to celebrate the day (April 28th). The Malaria IEC/BCC TWG meeting discussed the proposed IEC/BCC products that would be used at the WMD and what each partner would support. It was agreed that CSH would undertake the printing of posters, flyers, and develop radio and TV spots.

Products and Outputs:

- ITN Mass Distribution Campaign
 - Flyers
 - Posters
 - Radio and TV spots
 - Community guides to promote ITN use
- Integrated Malaria, MNCH and Nutrition Campaign
 - Calendar of activities for implementation of malaria, MNCH and nutrition campaign
 - Research protocol
- World Malaria Day
 - Posters
 - Flyers
 - Radio and TV spots

Challenges

Integrating malaria, MNCH, and nutrition issues into a cohesive campaign has been a challenge as the three focus areas are quite broad. MOH would like the campaign to give equal prominence to each focus area. Meeting MOH requests, integrating the various issues and producing a campaign strategy that remains focused is a challenge.

Proposed Solutions

CSH has consulted extensively with NMCC, MOH and the Child Health unit to develop a concept paper to guide the formative research for the campaign. The concept paper outlines key areas of integration.

Plans for Next Quarter

- CSH, in collaboration with NMCC and MOH, will conduct formative research to inform the integrated malaria, MNCH and nutrition campaign. Thereafter, the design team will develop a campaign communication strategy and creative briefs to produce IEC/BCC materials.
- Support MOH in preparations for child health week scheduled for July by reviewing and producing IEC/BCC messages and materials, including nutrition materials targeting the first 1000 days of life.
- Provide technical support to Centre for Infectious Diseases Research in Zambia (CIDRZ) in planning for review and development of communication materials on hand hygiene and the introduction of the Rota virus vaccine.
- Support the production of a range of communication products for WMD in Mkushi District. The following products will be developed:
 - A drama script for interactive community theatre
 - Discussion guides for radio, television, and community interactive discussions
 - Radio and television adverts focusing on the 2011 WMD theme “*Achieving Progress and Impact.*”
 - Malaria factsheet to be circulated in national newspapers
 - Documentary on the four key malaria interventions in Zambia to be screened through mobile video units in communities.

Sub-IR 1.2: Comprehensive HIV prevention campaigns expanded

Major Tasks

Safe Love Campaign CSH has collaborated with NAC to design and develop a comprehensive HIV prevention campaign that will address multiple and concurrent sexual partnerships (MCP), low and inconsistent condom use, and mother to child transmission of HIV (MTCT). The campaign, named *Safe Love: Think. Talk. Act.* will be officially launched on May, 10th 2011 in Kapiri Mposhi.

CSH, in collaboration with NAC and other stakeholders, held a workshop to develop the campaign strategy and creative briefs. At the workshop the current Zambia HIV context and research data were reviewed. The strategy spells out the focus areas of the campaign, target audiences, behaviors to be promoted, channels to be used, and expected outputs. Focus group discussions were conducted in selected key communities to provide more information on the perceptions of women and the general community on the campaign’s topics. During this process the campaign brand name was also pretested.

A design workshop was held at which creative briefs for the campaign and broad messages were developed. Three media houses (Dapeg, Media 365, and dB Studios) were engaged to produce print, radio, and video products for the campaign. CSH access group organization, Draft FCB Zambia, was contracted to launch and market the campaign.

Routine Activities

No routine activities.

Products and Outputs:

- Campaign Communication Strategy
- Creative briefs containing broad messages for the campaign
- Campaign brand name

Plans for Next Quarter

- Launch the *Safe Love* HIV campaign and begin to produce campaign products such as a radio drama series.

- Support NAC with communication activities related to VCT Day in June.

Sub-IR 1.3 Evidenced-based multi-channel health communications campaigns increased

Major Tasks

Safe Motherhood Campaign

As a first step in the design of the safe motherhood campaign, CSH developed a concept paper for the campaign that has been submitted to MOH and members of the Safe Motherhood TWG for review. Research protocol for the campaign has also been created and will be submitted for IRB approval at ICF Macro and the Zambia Ethics Review Committee.

Routine Activities:

Safe Motherhood Week Activities

CSH, in collaboration with MOH, Society of Family Health (SFH), Zambia Integrated Systems Strengthening Project (ZISSP), and Planned Parenthood Association (PPAZ), supported MOH to develop the concept for the annual Safe Motherhood Week planned for 17-22nd July. This national event will focus on family planning interventions.

Nutrition Activities

CSH provided technical assistance to the National Food and Nutrition Commission (NFNC) in the development of a National Nutrition Communication Strategy. The strategy will guide and coordinate communication efforts for nutrition in the country. The draft strategy is now being finalized by NFNC.

Additionally, CSH worked with MOH and the NFNC to develop and implement nutrition and child health activities. CSH held a consultative meeting with MOH and NFNC to identify key issues to be addressed. Members agreed that the activities would focus on the first 1000 days of a child's development, specifically stunting. Existing IEC posters, flyers, TV and radio spots, and a jingle were reviewed and selected for revision and redesign at a design workshop to be facilitated by CSH in the next quarter.

Products and Outputs:

- Safe Motherhood Campaign
 - Concept paper
 - Research protocol
- Safe Motherhood Week
 - Concept paper for communication activities
- Nutrition
 - Draft National Nutrition Communication Strategy

Challenges

GRZ has a number of planned national events, which they requested CSH to support at short notice. This has on occasion taken up a lot of staff time. This includes World Health Day, traditional ceremonies such as Nwala and Kuomboka, and concept development for family planning activities during Safe Motherhood Week. These activities are in the GRZ calendar of activities but not in the CSH work plan.

Proposed Solutions

CSH developed a comprehensive GRZ IEC/BCC activities plan with the GRZ and highlighted the activities in which it will support GRZ. This will be used as a guide to GRZ.

Plans for Next Quarter

- CSH will submit a research protocol for the safe motherhood campaign planned for September 2011 to ICF Macro and the Zambian ethics committee for IRB approval.
- Review, develop, and produce IEC/BCC nutrition materials for first 1000 days of life.
- Support MOH in the design and development of messages and materials for Safe Motherhood Week.

IR 2: GRZ use of evidence-based health communications approaches increased

Sub-IR 2.1: M&E framework for IEC/BCC interventions strengthened

Major Tasks

CSH commissioned the implementation of the consolidated action plan to strengthen M&E for GRZ entities (MOH, NAC and NMCC). The initial activity in this quarter included developing the 2011-2015 National HIV/AIDS M&E Plan for NAC. CSH support included revising the BCC component of the narrative M&E plan to ensure that it is well covered. BCC indicators were also added at both outcome and output level.

CSH has been working with NAC to revamp the National HIV M&E theme group, and supported the development of the log frame to include indicators on behavior and knowledge for the 2011–2015 National HIV/AIDS M&E Plan.

The CSH team also provided technical assistance to NAC to revive the Research Theme Group, which has not been functioning for the past year. CSH helped with revising the functions of the Research Theme Group and identifying potential member organizations who were then invited to the first meeting. At this meeting, CSH was appointed as Chair for the sub-theme group on research. CSH was also appointed Chair of the core team of the national M&E theme group at NAC. CSH also participated in the Joint Annual Program Review (JAPR) planning meetings.

In this quarter, the CSH team in collaboration with ICF MACRO developed the formative research training modules to be used to train GRZ staff in formative research methodologies.

Key Products:

- NAC Log Frame indicators that include BCC indicators
- Formative research training modules

Plans for Next Quarter

- Formative Research Training: CSH team and ICF MACRO staff will conduct a ‘Trainer of Trainers’ training in formative research for GRZ health promotion and BCC staff at national level. The aim of this training is to increase the capacity of GRZ to manage formative research to inform the development of national health communication interventions.
- Campaign Tracking Database: CSH will work with NAC, MOH, and NMCC to start the process of developing a BCC materials and campaign tracking database. The aim of this database is to provide a monitoring mechanism for the GRZ to monitor and track all BCC interventions. The database will also track all the activities (including formative research and M&E) and products developed for the campaign.

IR 3: Local Capacity to Support Sustained Implementation of IEC/BCC Activities Strengthened

Sub-IR 3.1: Capacity of HCRC and Talkline to manage information on IEC/BCC interventions improved

Major Tasks

This quarter, CSH engaged Afya Mzuri in a grant application process to support the expansion of the Dziwani Health Communications Resource Center (HCRC). CSH is currently awaiting USAID approval to disburse funds to Afya Mzuri to begin the implementation of the Dziwani HRC development plan. In addition, CSH has also engaged CHAMP in discussions to complete grant application documentation for the expansion of the 990 Talkline.

The Dziwani HCRC and CHAMP 990 Talkline need to upgrade their IT infrastructure to effectively support the implementation of their expanded operations. They will also need to publicize and promote their new activities and to encourage members of the public, and health programs and providers to utilize their services. CSH developed pre-solicitation notices and scopes of work for the provision of Information Technology (IT) and marketing services for the HCRC and the 990 Talkline. Based on the pre-solicitation notices and scopes of work, Chemonics International issued RFPs to engage international firms through subcontracts to provide IT and marketing services to Dziwani HCRC and the 990 Talkline.

Key Products:

- Dziwani HCRC work plan
- Complete grant application documents
- 990 Talkline work plan
- SOW of provision of Information and Technology (IT) and marketing services for Dziwani and 990 Talkline

Challenges

There have been delays in the CHAMP grant application process. The partnership with CHAMP is a strategic one considering the important role that the 990 Talkline plays in providing health information to the Zambian public. Improving the operations of the Talkline is a key project deliverable for CSH.

Proposed Solutions

CSH has, and will, continue to nurture the relationship with CHAMP and ensure that they deliver on time

Plans for Next Quarter

- CSH will disburse funds to Afya Mzuri and CHAMP in order for both projects to begin their expansion plans.

Sub-IR 3.2: Capacity of MOH and NMCC to manage IEC/BCC interventions improved

Major Tasks

Consolidated IEC/BCC Plan

CSH conducted a workshop with MOH staff to develop a consolidated action plan for the health promotion unit. This plan merged together all the health promotion unit communication activities for 2011 into one consolidated plan, making it possible for the health promotion unit to easily track their activities. CSH also highlighted the areas in which it will support MOH.

TOR for IEC/BCC TWG

CSH further supported MOH develop terms of reference and selection criteria for the national health promotion technical working group, and the Malaria IEC/BCC TWG. Both documents are under review by MOH and current TWG members.

CSH developed guidelines for campaign design and development, pretesting, and materials review. TWG members will be oriented on the use of these guidelines to review and develop IEC/BCC materials.

National Malaria Communication Strategy

CHS held a two-day communications strategy development workshop with NMCC and other stakeholders. At the workshop, stakeholders reviewed the current Malaria Communication Strategy, the IRS communication strategy, and other malaria documents to inform the strategy development process. CSH hired the services of a consultant to write the strategy based on the framework developed at the workshop. The National Malaria Communication Strategy will be finalized in the next quarter.

National HIV/AIDS Communication Strategy

Similarly, CSH held two-day communication strategy development workshop with NAC. At the workshop stakeholders reviewed key HIV/AIDS strategic documents and developed an outline for national HIV/AIDS communication. CSH hired a consultant to write the National HIV/AIDS Communication and Advocacy Strategy to be finalized next quarter.

IEC/BCC Training Tool kit

CSH, in collaboration with The Manoff Group, developed modules for the curriculum to train GRZ staff at national and provincial levels in IEC/BCC. GRZ staff will be trained in IEC/BCC next quarter.

Key Products:

- Consolidated IEC/BCC Action Plan for the Health Promotions Unit
- Campaign development guidelines
- Pretesting guidelines
- Materials review guidelines
- Revised selection criteria for TWGs

Challenges

Embedding the CSH BCC specialist at MOH has still not taken place. This has affected the effectiveness and timeliness of the technical assistance to the MOH Health Promotion Unit (HPU) by CSH. This may require high-level advocacy for the allocation of space within HPU for the CSH BCC specialist.

Plans for Next Quarter:

- Finalize BCC toolkit training curriculum and train GRZ, CSH and ZISSP staff at central level who will serve as TOT to roll out the training to the lower levels.
- Support the review and redesigning of “*Your Health Matters*” Program.
- Support NAC to review and retool fact sheets.
- Roll out BCC training to the province and districts.
- Facilitate the appointment of members to the National IEC/BCC TWG based on the revised TORs.
- Finalize the malaria and HIV/AIDs communication strategies

Sub-IR 3.3: Private Sector Participation Increased

Major Tasks

In the last quarter, CSH focused on redefining its strategy for engaging the private sector. A SOW for Public Private Partnerships (PPP) has been developed and will be published in the public media. The successful organization will be expected to broker and establish formal public-private partnerships to support the implementation of planned GRZ health communications activities, and leverage private-sector resources to maximize the reach and impact of national health communication campaigns.

Plans for Next Quarter

- Finalise and issue RFA to engage potential private sector organizations to support GRZ communication activities

IR 4: Coordination of IEC/BCC activities between USAID projects increased

Sub-IR 4.1: IEC and BCC planning between USAID bilateral programs increased

Major Tasks

This past quarter, CSH conducted a quarterly coordination workshop for USAID projects. The workshop objectives were to:

- Review partner IEC/BCC plans
- Develop a consolidated IEC/BCC action plans of USAID partners
- Assign roles and responsibilities to each partner project
- Agree on strategies for enhanced information sharing, coordination, and collaboration among all USAID health projects
- Agree on a mechanism for collecting and collating M&E data based on the integrated IEC/BCC action plan

Key Product:

- Consolidated IEC/BCC action plan for USAID partner projects

Plans for Next Quarter

CSH will conduct the third IEC/BCC coordination meeting for USAID projects in the third week of June. The meeting will:

- Review the terms of reference for the IEC/BCC coordination forum
- Review the draft coordination indicators for measuring impact of the coordination meetings
- Look at existing IEC/BCC resources maintained by each of the partner projects
- Obtain updates on the implementation of IEC/BCC activities by partner projects
- Initiate beginning of planning for first quarterly USAID IEC/BCC partner newsletter by collecting and sharing success stories.

3. OPERATIONS AND ADMINISTRATION

In its third quarter, CSH recruited, identified, and formally engaged candidates for open positions. CSH successfully recruited a communications specialist, Michelle Hunsberger, and a research and design officer, John Manda. Edwin Silwamba's terms of employment were terminated at the end of his probationary period. A new Finance and Administration Director, Patricia Nawa, has been recruited and will start work on 1st June.